

**RISK:VALUE REPORT  
RESEARCH PROJECT  
INITIATED LOOKING AT  
ATTITUDES OF SENIOR  
EXECUTIVES TO DATA  
BREACHES**



**KEY THEMES**

The cost of data breaches, the value of cyber insurance, risk appetite in the business, incident response and security policies and personal behaviour within the workplace



**TYPE OF COVERAGE**

Video Interviews  
Broadcast ( TV & Radio)  
and Vertical sectors



**THE TIMES**

“report reveals only 45 per cent of UK business has any kind of insurance to cover the financial impact of data loss or a security breach”

**FT**

“Non-IT execs 'underestimating need for data security”

**COMPUTER WEEKLY**

“UK businesses expect cyber attack recovery to cost at least £1.2m”

**INFOSECURITY MAGAZINE**

“Two-third of businesses resigned to suffering a breach”



These great results are testament to Origin Comms’ ability to create ideas that work globally. The exceptional spread of coverage is due to repeating core research activity, yet creating new topics and themes each time with the results.”

Gavin Bradbury, SVP Global Marketing

